



Dr. Marina Veldanova

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Healthcare

Marina Veldanova is a Professor of Business Practice, Executive Coach and Director of the Healthcare Development Center at the SKOLKOVO School of Management. She holds the degree of Doctor of Medical Sciences. She is the author of over 120 scientific and business publications.

Professor Veldanova graduated from the 2nd Moscow Order of Lenin State Medical Institute named after Pirogov as a pediatrician. She then specialized in endocrinology, received her Candidate of Medical Sciences degree in 1997, and later her Doctor of Medical Sciences degree.

In 1997-1998, she studied at the International Academy of Marketing and Management and graduated with honors in marketing. She received training at the Management Centre Europe (Belgium) and the International Institute of Management. She has completed numerous trainings in personnel, leadership, and team development. In 2008, she completed the International Executive Program at INSEAD (France).

Professor Veldanova began her career as a marketing manager at Boehringer Ingelheim International GmbH (Germany-Austria) in 1993. In 2000, she became Head of the Medical Marketing Department at Berlin-Chemie (Germany-Italy).

In 2006, she was appointed General Director of Polpharma SA (Poland). After the company

became part of one of Russia's largest manufacturers of finished pharmaceuticals, AKRIKHIN, Marina held the position of Vice President for Marketing and Sales.

From 2009, Professor Veldanova worked as the General Director of Ipsen Pharma LLC (France) in Russia. From 2014 to 2018, she simultaneously led Ipsen's Russia and CIS cluster as Senior Vice-President.

In 2019 she joined the SKOLKOVO faculty. In 2020, she was promoted to the position of Professor of Business Practice and became Director of the Healthcare Development Center.

Professor Veldanova was a member of the Board of Directors of the Association of International Pharmaceutical Companies, a member of the Russian Association of Pharmaceutical Marketing, and was recognized as the "Best Top Manager" in Russia's pharmaceutical industry in the "Platinum Ounce" competition in 2008. She was also included in the "Top 1000 Best Managers of Russia" in 2014.

Marina's professional interests include academic directorship of educational programs in healthcare field, personal coaching and mentoring of top company executives, strategic consulting, and industry research. Her teaching disciplines include strategic marketing, leadership, and team development.